



THE REGIONAL MEDIA HUBS INITIATIVE

Public Diplomacy At Work

More than ever, foreign citizens receive information and form opinions from television. Around the world, access to the rapidly-growing number of stations on satellite television has dramatically increased the range and quantity of news and information. To address the challenges of this new media environment, the Office of the Under Secretary for Public Diplomacy and Public Affairs launched in September 2006, the Regional Media Hubs Initiative, with facilities in Brussels, Dubai, and London.

PURPOSE OF THE HUBS

The Hubs are designed to engage with Middle Eastern and European media to strengthen the U.S. Government's presence in those key regions. They aim to increase the number of official U.S. voices and faces on foreign television, radio and other media, offering visible, effective advocates of U.S. policies and actions.

The Hubs also provide timely reporting about European and pan-Arab news media coverage, commentary, and breaking stories to U.S. Government officials in Washington and abroad. The daily activities of the three Hubs differ to reflect their particular media environments:

- The **Dubai Media Hub** directly represents and advocates on behalf of the U.S. Government on Arab television and radio programs, at a moment's notice and in fluent Arabic.
- The **Brussels Media Hub** amplifies U.S. policy messages by bringing together senior American officials with European audiences across the region, using its new television and radio studio to produce and transmit material to broadcasters continent-wide.
- The **London Media Hub** engages directly with the influential pan-Arab media based in London, while also

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bringing U.S. Government officials and views to the broad array of international media working in the area.

HUB ACCOMPLISHMENTS

Since 2006 the Hubs have facilitated more than 600 interviews with international media such as, al-Jazeera,

al-Arabiya, BBC Arabic, France 24, Spain TVE, BBC World Service and other European news agencies. In addition to numerous pan-Arab media appearances by Hub officers in Dubai and London, the Regional Media Hubs have arranged pan-Arab media interviews with Secretary of State Rice, Assistant Secretary of State David Welch, Ambassadors David Satterfield and Gregory Schulte, US Special Envoy to the Organization of the Islamic Conference Saada Cumber, and other officials from the Departments of State, Defense, Homeland Security, and other agencies.

Hub staff also travel to support communication efforts at important events such as the November 27, 2007 Annapolis conference, where Dubai Hub Director Michael Pelletier conducted 18 media interviews with Middle Eastern and European broadcasters.

Under Secretary for Public Diplomacy and Public Affairs James Glassman plans to extend the Regional Media Hubs initiative to other regions of the world before the end of 2008, starting in Johannesburg.

The Hubs work closely with public affairs offices at U.S. embassies and consulates, and with Department of State bureaus and other government agencies to make American officials a regular presence in the European and Middle Eastern media.